

Eswatini

Tobacco Control Policies

The Kingdom of Eswatini (formerly the Kingdom of Swaziland) became a Party to the WHO Framework Convention on Tobacco Control on April 13, 2006.

Smoke Free Places: The law restricts smoking to designated areas in enclosed public places, which includes “a public conveyance or transport,” and enclosed workplaces.

Tobacco Advertising, Promotion and Sponsorship: The law prohibits many forms of tobacco advertising and promotion, including point of sale product display. Point of sale advertising is limited to signs that simply indicate tobacco products are available for sale. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: All tobacco product packages must display text-only warnings covering 50 percent of the principal display areas of the pack. The law does not specify rotation. Misleading packaging and labeling, which could include terms such as “light” and “low tar” and other signs, is prohibited.

Tobacco Taxation and Prices: The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Eswatini are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	No	Private offices	No
Primary and secondary schools	No	Public transport	No
Universities	No	Restaurants	No
Governmental facilities	No	Bars and Pubs	No
Can subnational jurisdictions enact more stringent smoking restrictions?	Uncertain		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	Yes
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	No	Paid placement in media	Yes
Retail product display	Yes	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	
Warnings include a picture or graphic	No	Warnings required to rotate	Not Required
% of principal display areas covered (front and back)	50%	Warnings are written in the principal language(s)	No
Front	50%	Ban on misleading packaging and labeling	Yes
Back	50%	Health warnings on smokeless tobacco products	No
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	43.00 SZL	Total taxes	54%
In US dollars	2.57 USD	Total excise	40%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: www.tobaccocontrollaws.org

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: www.who.int/tobacco/global_report/en/

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